

**REMARKS**

In view of the above-listed amendments and the remarks to follow, applicants respectfully request reconsideration and early allowance of this application.

Claims 1, 3-26, and 28-54 were pending in this application. Claims 2 and 27 were previously canceled. Claims 1, 26, and 51-54 have been amended in order to particularly indicate that the systems and methods include storing data according at least in part to an industry type classification. Support for this amendment can be found throughout applicants' specification and figures. For example, support may be found from line 24 of page 20 of applicants' specification to line 10 of page 25.

The Examiner rejected claims 1, 3-5, 7, 9-16, 18, 20, 22-26, 28-30, 32, 34-41, 43, 45, 47-50, and 51-54 under 35 U.S.C. § 102(e) as being anticipated by U.S. Patent No. 6,356,903 (hereinafter "Baxter").

The Examiner rejected claims 6, 8, 31, and 33 under 35 U.S.C. § 103(a) as being unpatentable over Baxter in view of U.S. Patent No. 6,421,675 (hereinafter "Ryan").

The Examiner rejected claims 17, 19, 21, 42, 44, and 46 under 35 U.S.C. § 103(a) as being unpatentable over Baxter and further in view of U.S. Patent No. 6,023,714 (hereinafter "Hill").

The Examiner's rejections are respectfully traversed.

Applicants respectfully submit that Baxter describes a system for analyzing and storing data for a web site in order to update, revise, and modify that site. Additionally, applicants respectfully submit that Baxter fails to show or suggest a system for creating web site data by generating a description of a web page based upon a stored template, and wherein data stored in storages is stored according at least in part to an industry type classification.

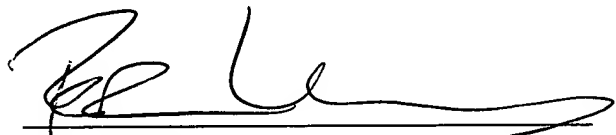
Applicants respectfully submit that independent claims 1, 26, and 51-54 are patentable over Baxter for at least the foregoing reasons. Dependent claims 3-25, and 28-50 depend from

independent claims 1 and 26, respectively, and are patentable at least because claims 1 and 26 are patentable.

In the event that the Examiner disagrees with any of the foregoing comments concerning the disclosures in the cited prior art, it is requested that the Examiner indicate where, in the reference, there is a basis for a contrary view.

In view of the foregoing remarks it is believed that all of the claims in this application are patentable over the prior art. Early and favorable consideration of this application is respectfully requested.

Respectfully submitted,  
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